AMENDMENTS TO THE CLAIMS:

Claims 1-24 (Cancelled)

25.   (Currently amended) A method for controlled filtering <u>a portion</u> of contents data in reproducing or distributing,

wherein<u>, the contents data comprises a plurality of portions, and</u> control information specifying predetermined filtering <u>for a predetermined portion</u> has been embedded in the contents data as a digital watermark;

said method comprising the steps of:

extracting the control information from the contents data;

deciding how to execute the predetermined filtering <u>for the predetermined portion</u> of the contents data based on the extracted control information;

filtering ~~a~~ <u>the</u> predetermined portion of the contents data according to the decision; and

reproducing or distributing ~~of~~ the ~~filtered~~ contents data <u>with the filtered predetermined portion and at least one unfiltered portion.</u> ,

26.   (Currently amended) A method ~~for controlling filtering contents data~~ according to claim 25, wherein the predetermined ~~filtered~~ portion <u>of the contents data</u> is a portion <u>of the contents data</u> where the control information has been extracted from.

27.   (Currently amended) A method ~~for controlled filtering of contents data~~ according to claim 25, wherein:

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the control information includes one or more items of level information for determining

whether the predetermined filtering is to be applied to a specific the predetermined portion of the

contents data; and

the step for filtering comprises determining whether the predetermined filtering is applied

to a specific portion of the contents, based on one ore or more items of the level information

included in the control information.

28.   (Currently amended) A method for controlled filtering of contents data according

to claim 27, wherein:

the level information comprises information about a level of the contents user; and

the determining step comprises comparing the level of the contents user specified by the

level information included in the control information with a level of the a registered level of an

actual contents user that the contents user has registered; and determining whether the

predetermined filtering is applied to a specific the predetermined portion of the contents data

based on a result of the comparison.

29.   (Currently amended) A method for controlled filtering of contents data according

to claim 27, wherein:

the level information is the comprises information about the a level of a contents

distributor; and

the determining step comprises comparing the level of the contents distributor specified

by the level information included in the control information with a level of a contents distributor

that is distributing the contents; and determining whether the predetermined filtering is applied to a specific the predetermined portion of the contents data based on a result of the comparison.

30.   (Currently amended) A method for controlled filtering of contents data according to claim 27, wherein:

the level information is the comprises information about a predetermined period of use of the contents data; and

the determining step comprises comparing the period specified by the level information with the current date and time; and determining whether the predetermined filtering is applied to a specific the predetermined portion of the contents data based on a result of the comparison.

31.   (Currently amended) A method for controlled filtering of contents data according to claim 27 wherein:

the level information is the comprises information about the a maximum number of times the contents are replayed; and

the determining step comprises comparing the maximum number of times the contents are replayed as specified by the level information included in the control information and the number of times the a contents user has replayed the contents from the electronic data in question data; and determining whether the predetermined filtering is applied to a specific the predetermined portion of the contents data based on a result of the comparison.

32.   (Currently amended) A method for controlled filtering of contents data according to claim 27, wherein:

the level information ~~is~~ <u>comprises</u> region information; and

the determining step comprises comparing the region specified by the level information included in the control information and ~~the~~ <u>a</u> region where ~~the~~ <u>a</u> contents user resides; and determining whether the predetermined filtering is applied to <u>a specific</u> <u>the predetermined</u> portion of the contents <u>data based on a result of the comparison</u>.

33.   (Currently amended) An apparatus for controlled filtering <u>a portion</u> of contents data,

wherein<u>, the contents data comprises a plurality of portions, and</u> control information specifying predetermined filtering <u>of a predetermined portion</u> has been embedded in the contents data as a digital watermark;

said apparatus comprising:

an extracting unit that extracts control information from the contents data;

a deciding unit that decides how to execute the predetermined filtering <u>for the predetermined portion</u> of the contents data based on the extracted control information; and

a filtering unit that filters ~~a~~ <u>the</u> predetermined portion of the contents data according to the decision <u>and outputs the filtered portion of the contents data together with at least one unfiltered portion of the contents data</u>.

34.   (Currently amended) The apparatus ~~for controlled filtering of contents data~~ according to claim 33, further comprising a reproducing unit that reproduces the ~~filtered~~ <u>output</u> contents data.

35. (Currently amended) The apparatus ~~for controlled filtering of contents data~~ according to claim 33, wherein:

the control information includes one ore more items of level information for determining whether the predetermined filtering is to be applied to ~~a specific~~ the predetermined portion of the contents data; and

the filtering unit compares at least one level specified by the one or more items of level information included in the control information with at least one level specified by the information set on the apparatus, and

the filtering unit determines whether predetermined filtering is applied to ~~a specific~~ the predetermined portion of the contents data.

36. (Currently amended) The apparatus ~~for controlled filtering of contents data~~ according to claim 35, wherein the at least one level specified by the one or more items of information included in the control information comprises one or more items from the group consisting essentially of: contents user level, contents distribution level, period of contents use, maximum number of contents replays, and region.

37. (Currently amended) The apparatus ~~for controlled filtering of contents data~~ according to claim 33, wherein:

the apparatus is coupled to a network; and

the apparatus further comprises a distribution unit to distribute the filtered contents data to ~~the~~ a contents user's terminal via the network.

38.   (Currently amended)   A program product for controlled filtering <u>a portion</u> of

contents data in reproducing or distributing, wherein<u>, the contents data comprises a plurality of</u>

<u>portions, and</u> control information specifying predetermined filtering <u>of a predetermined portion</u>

has been embedded in the contents data as a digital watermark, said product comprising:

a computer readable medium; and

code embodied in the medium, execution of the code causing implementation of the steps

comprising:

extracting the control information from the contents data;

deciding how to execute the predetermined filtering <u>for the predetermined portion</u> of the

contents data based on the extracted control information;

filtering ~~a~~ <u>the</u> predetermined portion of the contents data according to the decision; and

reproducing or distributing ~~of~~ the ~~filtered~~ contents data <u>with the predetermined filtered</u>

<u>portion and at least one unfiltered portion</u>.

39.   (Currently amended)   The program product of claim 38, wherein the computer

readable medium is a computer readable medium for storing the ~~codes~~ <u>code</u>.

40.   (Currently amended)   A program product of claim 38, wherein the computer

readable medium is a computer readable medium for transmitting the ~~codes~~ <u>code</u>.

41.   (Currently amended) A contents rendering control method for tailoring of electronic

data by which contents to be reproduced or distributed are represented,

the electronic data having been prepared with control information embedded as digital watermarks, the control information specifying application of predetermined filtering to predetermined parts of the electronic data and level information including a maximum number of times the contents may be replayed,

the contents rendering control method comprising:

before reproducing or distributing contents from the electronic data detecting the control information from the electronic data;

comparing the maximum number of times the contents may be replayed as specified in the level information included in the detected control information and number of times a contents user has replayed the contents from the electronic data, to determining whether to apply filtering; and

_____if the comparing step results in a determination to apply filtering, applying the predetermined filtering specified by the control information to specific parts of the contents.

42.   (Currently amended) A method for controlled filtering of at least one of a plurality of blocks of contents data from a content stream comprising a plurality of blocks of contents data, in reproducing or distributing,

wherein control information regarding filtering has been embedded as a digital watermark, in one or more of the blocks of contents data;

said method comprising the steps of:

examining each of the blocks of contents data for a digital watermark;

extracting control information from an examined block having an embedded digital watermark;

processing the extracted control information to determine whether to apply filtering and

identify at least one ~~block~~ of the blocks of contents data to which filtering is to be applied;

filtering the contents data of the identified at least one block; and

reproducing or distributing contents data from the plurality of blocks of the content stream

including the filtered contents data and contents data of one or more unfiltered blocks.

43.   (Currently amended) The method of claim 42, wherein the filtering step comprises

applying a predetermined one of a plurality of filtering techniques, specified in the extracted control

information, to the at least one block, based on the extracted control information.

44.   (Previously presented) A program product comprising a computer readable medium

and executable code embedded in the medium for implementing the method of claim 42.

45.   (New) The method of claim 42, wherein:

the stream of contents data comprises a Motion Pictures Experts Group (MPEG) data

stream; and

the blocks of contents data comprise MPEG macroblocks.

46.   (New) The method of claim 42, wherein:

the contents data includes image data; and

the predetermined filtering comprises image processing for selective image-rendering

control.

47.   (New)   A method for controlled filtering of contents data in reproducing or distributing, wherein:

control information specifying predetermined filtering has been embedded in the contents data as a digital watermark; and

the control information comprises one or more items of level information for determining whether the predetermined filtering is to be applied to a specific portion of the contents data, including information about a maximum number of times the contents are replayed;

said method comprising the steps of:

extracting the control information from the contents data;

deciding how to execute the predetermined filtering of the contents data based on the extracted control information;

determining whether the predetermined filtering is to be applied to a specific portion of the contents, based on one ore more items of the level information included in the control information, wherein the determining step comprises:

a) comparing the maximum number of times the contents are replayed as specified by the level information included in the control information and a number of times a contents user has replayed the contents from the electronic data in question; and

b) determining whether the predetermined filtering is applied to the specific portion of the contents;

upon determining to apply the predetermined filtering, filtering the specific portion of the contents data according to the decision as to how to execute the predetermined filtering; and

reproducing or distributing of the filtered contents data.